BlackDice

Saving $1.6m per year with AI-powered cybersecurity

A leading European ISP needed a way to achieve substantial growth, reduce network strain, and cut operational costs, all while enhancing quality of experience and keeping their subscribers protected online.

How we helped:

- **Ready-to-deploy product** with total device protection and real-time digital threat defence
- **Go-To-Market strategy** targeting both new and existing customers
- **White-label solution** integrated into existing router hardware
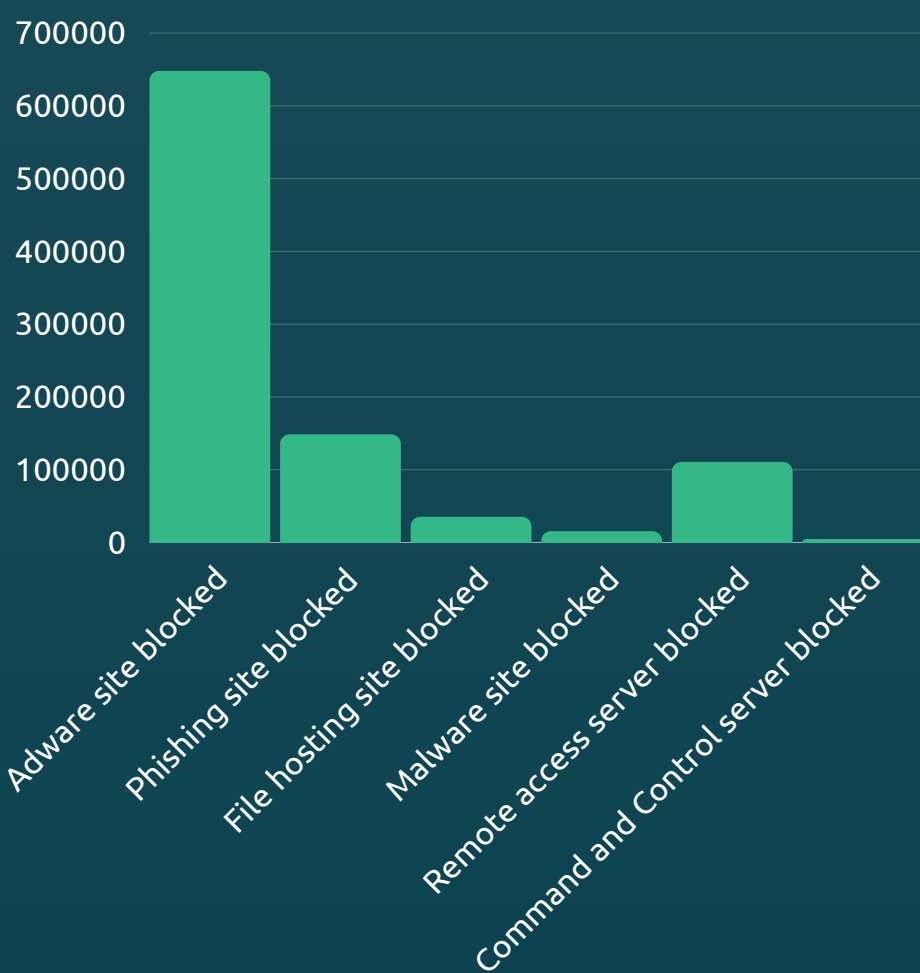- **User-friendly mobile app** offering network visibility, device management and family safety controls
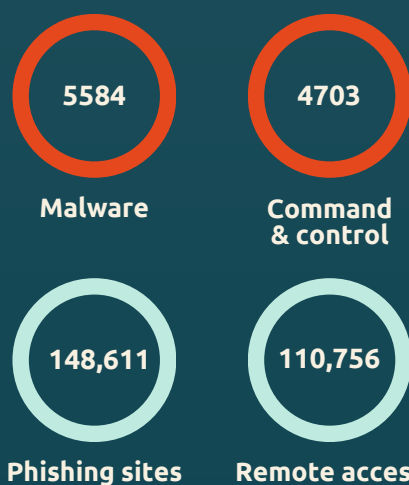
30	200	10.9m
Day initial rollout	Initial users	DNS requests

Threat breakdown:

953,015
Total threats blocked

5584	4703
Malware	Command & control

148,611	110,756
Phishing sites	Remote access

In the first 30 days of initial deployment, BlackDice's AI-powered platform demonstrated its power by:

- **Actively protecting the network**
- **Blocking cyber threats**
- **Reducing unnecessary network load: saving around 4.33 terabytes of "junk" data**

Delivering immediate value directly to the operator and their subscribers by eliminating unnecessary traffic, offering substantial savings and a superior experience for their subscribers.

The results:

- **Significant cost savings** by reducing bandwidth and infrastructure demands
- **Faster, more reliable speeds** for all subscribers due to freed-up network capacity
- **Enhanced network efficiency** and delayed need for upgrades

$1.6m
potential cost saving per year

Based on this initial 30-day deployment data, the operator is on track to save around **15,600** terabytes of data annually, resulting in approx. **$1,560,000** in cost savings per year (*based on a $0.10 per gigabyte estimate**). **This substantial data reduction translates directly into improved efficiency, cost-savings and enhanced quality of experience for their subscribers.**

Sources: ITU, FCC, Statista